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7/16/51

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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february

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april

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july

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november

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december

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                  | <u>GIVEN BY</u>                            | <u>WHERE</u>                              |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------------------------------|
| <u>WEEK ENDING FRIDAY, JULY 13, 1951</u>    |                                                                                                                                                                                                                                                                                         |                                            |                                           |
| Just Issued                                 | 1952 SPRING COLORS FOR MAN-MADE FIBERS & SILK<br>Forty colors, featuring the Advance Collection of 1952 Spring Colors for Man-Made Fibers and Silk, just issued by The Textile Color Card Association to its members.<br>Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881. | THE TEXTILE COLOR CARD ASSN. OF U.S., INC. | 200 MADISON AVENUE                        |
| Friday<br>July 13<br>8:00 A.M.<br>Breakfast | BREAKFAST WITH BERNHAM-STEIN<br>Fashion Promenade of Haute-Couture Furs, showing Bernham-Stein's "trend-setting" collection, at a breakfast for the out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.                                                         | BERNHAM-STEIN<br>(660 FIFTH AVENUE)        | SHERRY-NETHERLAND<br>CHANTECLAIR ROOM     |
| July 13<br>9:00 A.M.                        | B. H. WRAGGE'S SHOWING FOR VISITING EDITORS--AT BONWIT TELLER --<br>(9TH FLOOR) ( <u>Note Change of Place</u> ).                                                                                                                                                                        |                                            |                                           |
| July 13<br>10:00 A.M.                       | DAVIDOW SPORTSWEAR SHOWING FOR THE OUT OF TOWN EDITORS--550 SEVENTH AVE.<br>(21ST FLOOR).                                                                                                                                                                                               |                                            |                                           |
| July 13<br>11:00 A.M.                       | BRIGANCE OF FRANK GALLANT SHOWING FOR VISITING PRESS--205 WEST 39TH ST.--<br>(5TH FLOOR).                                                                                                                                                                                               |                                            |                                           |
| July 13<br>12:00 Noon                       | OLEG CASSINI'S SHOW FOR VISITING EDITORS--498 SEVENTH AVENUE --<br>(11TH FLOOR).                                                                                                                                                                                                        |                                            |                                           |
| Friday<br>July 13<br>1:00 P.M.<br>Luncheon  | LUNCHEON SHOWING FOR VISITING PRESS<br>Lloyd Weill will invite the press to a luncheon and showing of the Fall collection. By invitation. Contact: Miss Gloria, LO. 5-3041.                                                                                                             | KANE-WEILL                                 | 498 SEVENTH AVENUE<br>SHOWROOM-22ND FLOOR |
| July 13<br>2:00 P.M.                        | HANSEN BANG'S SHOWING FOR OUT-OF-TOWN PRESS--498 SEVENTH AVENUE --<br>(7TH FLOOR).                                                                                                                                                                                                      |                                            |                                           |
| Friday<br>July 13<br>3:30 P.M.              | FALL AND WINTER PREVIEW FOR PRESS<br>Lilly Dache will present her Fall and Winter fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.                                                                                                        | LILLY DACHE                                | 78 EAST 56TH STREET<br>PENTHOUSE          |
| July 13<br>4:30 P.M.                        | RECEPTION FOR VISITING PRESS AT GRACIE MANSION TO MEET MAYOR AND MRS. VINCENT IMPELLITTERI--88TH ST. & EAST END AVENUE.                                                                                                                                                                 |                                            |                                           |
| Friday<br>July 13<br>6:00 P.M.<br>Champagne | FALL COLLECTION AT VISITING PRESS SHOW<br>Frances Sider will show her Fall collection, introducing "Turntable Separates." By invitation only. Contact: Julie Isles, LO. 4-3323.                                                                                                         | FRANCES SIDER, INC.                        | 25 CENTRAL PARK WEST<br>PENTHOUSE-32 J    |

| DATE                                                   | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | GIVEN BY                                        | WHERE                                     |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-------------------------------------------|
| Friday<br>July 13<br>Publication Date                  | FIRST ISSUE OF<br>"FOCUS" MAGAZINE<br>New 64-page pictorial pocket-sized monthly magazine, with subjects including international affairs, personalities, sports, medicine, education, books, art, entertainment, children; also, fashion, food, home-furnishings. Price: 10¢. Contact: Willa Percival, Associate Editor, BR. 9-5890.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | LEADING MAGAZINE CORP.<br>(EMPIRE STATE BLDG.)  | AVAILABLE AT<br>NEWSSTANDS                |
| Saturday<br>July 14<br>9:30 A.M.<br>Breakfast          | MILLINERY SHOW FOR<br>VISITING EDITORS<br>Presentation of Mr. Fred's Fall millinery collection at a breakfast for the out-of-town press. By invitation only. Publ.: Lily Davis, PL.3-1010.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | JOHN FREDERICS, INC.                            | 29 EAST 48TH STREET<br>SAION              |
| Saturday<br>July 14<br>11:00 A.M.<br>Mint<br>Juleps    | PRESS SHOWING OF<br>COATS AND SUITS<br>Willi's Fall and Winter collection of coats and suits will be presented at a mint julep party for the visiting and local press. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | WILL NEMEROV                                    | CHATHAM WALK<br>VANDERBILT & 48TH ST.     |
| Saturday<br>July 14<br>12:00 Noon<br>Luncheon          | FALL & WINTER JEWELRY<br>AT LUNCHEON SHOWING<br>Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of the Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | TRIFARI, KRUSSMAN &<br>FISHEL, INC.             | 16 EAST 40TH STREET<br>SHOWROOM-4TH FLOOR |
| Saturday<br>July 14<br>3:00 P.M.;<br>Sunday<br>July 15 | WEEKEND IN BERKSHIRES<br>FOR VISITING PRESS<br>A group of leading New York manufacturers, in cooperation with the New Haven Railroad, will invite the out-of-town editors on a "Train To Tanglewood". The weekend will feature fashion shows to be presented during the train ride, and a concert at Tanglewood by the Boston Symphony Orchestra. Participants include: Dave Bellsey Co., Inc.; Celanese Corp. of America; Nelly de Grab; Wm. Skinner & Sons; Varden Dress; Aris Gloves; Hanes Hosiery; Merrimac Hat Corp.; Palter DeLiso; Weinreich Bros. (Marvella Pearls); Clairol, Inc. (Hair Color Institute); Tussy Cosmetics; Park & Tilford Distilling Corp.; Reed & Barton (sterling silver place settings); and the New Haven Railroad. <u>Train departs from Grand Central Terminal on Saturday, July 14 at 3:00 P.M., and will return at midnight on Sunday.</u> By invitation only. Publicity: Henrietta Gilbert, LO. 4-6730. | LEADING NEW YORK MFRS.;<br>& NEW HAVEN RAILROAD | LENOX,<br>MASSACHUSETTS                   |

WEEK BEGINNING MONDAY, JULY 16, 1951

|                                             |                                                                                                                                                                                               |                           |                                           |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------------------------|
| Monday<br>July 16<br>11:00 A.M.<br>Sherry   | JEWELRY DISPLAY FOR<br>VISITING PRESS<br>La Tausca will present a display of Fall and Winter costume jewelry to visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.        | THE HOUSE OF HELLER       | 411 FIFTH AVENUE<br>SHOWROOM              |
| Monday<br>July 16<br>12:30 P.M.<br>Luncheon | PRESS PREVIEW: FALL<br>CHILDREN'S FASHIONS<br>Capsule preview of Hulda Schorr's fashions, from baby-in-carriage to first-year-school age. By invitation. Publicity: Peggy Caile, PL. 5-6358.  | BO-PEEP MANUFACTURING CO. | 64 WEST 36TH STREET<br>SHOWROOM-7TH FLOOR |
| Monday<br>July 16<br>2:30 P.M.              | FALL COLLECTION FOR<br>VISITING EDITORS<br>The out-of-town press will be invited to a showing of Maria Krum's collection for Fall. By invitation only. Publicity: Eleanor Lambert, MU.8-2130. | MARIA KRUM                | 41 WEST 56TH STREET<br>SHOWROOM           |

| <u>DATE</u>                                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <u>GIVEN BY</u>                                  | <u>WHERE</u>                              |
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| Cancelled<br>July 16                                        | LINGERIE & NEGLIGEE ASSOCIATION'S PRESS SHOWING, ORIGINALLY SCHEDULED FOR MONDAY, JULY 16, AT 4:00 P.M., HAS BEEN CANCELLED.                                                                                                                                                                                                                                                                                                                                                                                         |                                                  |                                           |
| Beginning<br>Monday<br>July 16                              | OPENING OF FALL<br>SHOE COLLECTIONS<br>The Guild of Better Shoe Manufacturers will present their Fall collections at daily showings in individual showrooms; also a composite display of the collections in the Guild's headquarters, Hotel Shelburne, Lexington Ave. and Thirty-Seventh Street. By appointment. Members include: Beleganti; Fox Shoe Company; Geller Shoe Company; Jerro Brothers; Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200. | GUILD OF BETTER<br>SHOE MANUFACTURERS            | INDIVIDUAL<br>SHOWROOMS                   |
| Tuesday<br>July 17<br>9:00 A.M.-<br>11:00 A.M.<br>Breakfast | PRESS PREVIEW OF<br>CHRISTMAS GIFTS<br>Gourielli will invite the press to a buffet breakfast and preview of the Christmas collection of gifts and toiletries for men and women. By invitation only. Contact: Elaine Hope Librescot, PL. 3-1200.                                                                                                                                                                                                                                                                      | GOURIELLI, INC.                                  | 16 EAST 55TH STREET<br>SALON              |
| Tuesday<br>July 17<br>9:30 A.M.<br>Breakfast                | PRESS PREVIEW: FALL<br>BRASSIERE COLLECTION<br>Presentation of the Fall collection of Lovable Brassieres. By invitation only. Publicity: Irene Merlin, Max Rogel & Associates, DI. 4-8575.                                                                                                                                                                                                                                                                                                                           | LOVABLE BRASSIERE CO.                            | 180 MADISON AVENUE<br>SHOWROOM(MEZZANINE) |
| Tuesday<br>July 17<br>11:00 A.M.                            | SHOWING OF SCARVES<br>AND MEN'S NECKWEAR<br>Brooke Cadwallader will present his Fall scarves, accessories and men's neckwear to the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.                                                                                                                                                                                                                                                                                         | BROOKE CADWALLADER                               | 724 FIFTH AVENUE<br>SHOWROOM              |
| Tuesday<br>July 17<br>12:00 Noon                            | FUR FASHIONS FOR<br>VISITING EDITORS<br>Esther Dorothy will present her fur collection for Fall and Winter to the out-of-town press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.                                                                                                                                                                                                                                                                                                                          | ESTHER DOROTHY                                   | 68 EAST 56TH STREET<br>SALON              |
| Tuesday<br>July 17<br>12:15 P.M.<br>Luncheon                | MILLINERY DIVISION<br>LUNCHEON MEETING<br>"It's Color That Goes To Your Head This Fall". Speaker: Kathleen Casey, merchandising service editor, "Vogue" magazine. Commentator: Maud G. Moody, fashion consultant. Exhibit of new Fall millinery materials and colors. Chairman: Dorothy Nash. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.                                          | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ROOSEVELT<br>BALLROOM               |
| Tuesday<br>July 17<br>3:00 P.M.                             | FALL MILLINERY SHOW<br>FOR VISITING PRESS<br>Laddie Northridge will invite the out-of-town editors to a showing of his Fall millinery. By invitation only. Publicity: Donna Cannon, PL. 3-7072.                                                                                                                                                                                                                                                                                                                      | LADDIE NORTHRIDGE                                | 16 WEST 57TH STREET<br>SALON              |
| Tuesday<br>July 17<br>3:00 P.M.-<br>6:00 P.M.<br>Champagne  | DEMONSTRATION OF<br>HOME BEAUTY COURSE<br>Manya Kahn and her publisher, the Greystone Press, will introduce her 14-day "Lovely To Look At" visual home health and beauty course at a pink champagne party. Demonstration at 4:00 P.M. (Note Change of Time). Contact: Eve Mercker, PL. 3-7623.                                                                                                                                                                                                                       | MANYA KAHN &<br>THE GREYSTONE PRESS              | HOTEL PIERRE<br>BALLROOM                  |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <u>GIVEN BY</u>                                 | <u>WHERE</u>                              |
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| Beginning<br>Tuesday<br>July 17                              | OPENING OF FALL HAT<br>COLLECTIONS IN PARIS<br><u>Tuesday, July 17:</u> Maud et Nano; Albouy; Claude St.-Cyr.<br><u>Wednesday, July 18:</u> Rose Valois; Simone Cange; Jean Barthet.<br><u>Thursday, July 19:</u> Denise Chabaud.<br><u>Friday, July 20:</u> Achille; Le Monnier; Mme. Suzy.<br><u>Monday, July 23:</u> Rose Descat.<br><u>Tuesday, July 24:</u> Suzanne Talbot.<br><u>Wednesday, July 25:</u> LeGroux Soeurs; Marie-Christiane.<br><u>Thursday, July 26:</u> Caroline Reboux. Contact individual milliners. | PARIS MILLINERY<br>DESIGNERS                    | PARIS,<br>FRANCE                          |
| Wednesday<br>July 18<br>10:00 A.M.<br>Breakfast              | PREVIEW OF FALL<br>AND WINTER FURS<br>Presentation of Arnold Constable's Fall and Winter fur collection. By invitation only. Publicity: Gloria Geis, MU. 5-2300.                                                                                                                                                                                                                                                                                                                                                             | ARNOLD CONSTABLE                                | 6TH FLOOR<br>FUR SALON                    |
| Wednesday<br>July 18<br>10:00 A.M.                           | VIRGINIA SPEARS JUNIORS-<br>PREVIEW OF HOLIDAY LINE<br>Advance press preview of Virginia Spears Juniors Holiday Collection. By invitation only. Publicity: Viola Shefer, PL. 3-3173.                                                                                                                                                                                                                                                                                                                                         | SPEARS-EPSTEIN, INC.                            | 1400 BROADWAY<br>SHOWROOM                 |
| Wednesday<br>July 18<br>12:00 Noon<br>Luncheon               | SHOWING OF FALL<br>FASHIONS AND FABRICS<br>Annual Autumn Collection--presentation of Fall fashions in John Walther fabrics, during a luncheon for the press and trade. Showing at 1:00 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.                                                                                                                                                                                                                                                                     | JOHN WALTHER FABRICS                            | HAMPSHIRE HOUSE<br>COTTAGE                |
| Wednesday<br>July 18<br>3:00 P.M.                            | PRESS SHOWING OF<br>FALL MILLINERY<br>Chanda will present his Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.                                                                                                                                                                                                                                                                                                                                                              | CHANDA, INC.                                    | 30 WEST 57TH STREET<br>SALON              |
| Wednesday<br>July 18<br>4:00 P.M.-<br>7:00 P.M.<br>Cocktails | PRESS SHOWING OF<br>FALL HANDBAG STYLES<br>"Handbag Fashions Around the Clock"--presentation of Fall handbags representing almost every American handbag manufacturer. A special grouping of "back-to-school" bags will also be featured. For local and out-of-town press, by invitation only. Publicity: Ruth Lundgren, MU. 6-0686.                                                                                                                                                                                         | NAT'L AUTHORITY FOR<br>LADIES' HANDBAG INDUSTRY | HOTEL SAVOY PLAZA<br>LE CHATEAU--11TH FL. |
| Thursday<br>July 19<br>9:15 A.M.-<br>2:30 P.M.               | TOUR OF N.J. PLANT<br>FOR VISITING PRESS<br>Shulton's modern toiletries plant tour, showing manufacture of products, filling of bottles, packaging, molding of plastics and compounding of perfumes for Early American Old Spice, Friendship's Garden and Desert Flower. By invitation only. (Transportation will be provided, leaving at 9:15 A.M. from 630 Fifth Ave.). Publicity: Lee Russell, CI. 5-6263.                                                                                                                | SHULTON, INC.                                   | CLIFTON,<br>NEW JERSEY                    |
| Thursday<br>July 19<br>10:30 A.M.                            | FALL MILLINERY AT<br>PRESS SHOWING<br>Braagaard will present a collection of millinery for Fall to the press. By invitation. Contact: Miss Eva, PL. 3-0353.                                                                                                                                                                                                                                                                                                                                                                  | BRAAGAARD, INC.                                 | 10 EAST 56TH STREET<br>SALON              |
| Beginning<br>Thursday<br>July 19-<br>July 21                 | SHOWING OF ITALIAN<br>COUTURE COLLECTIONS<br>Over 600 new fashions by 12 leading Italian couturiers will be presented at the Giorgini estate in Florence, Italy, from July 19 to July 21. Fashions from five Roman couturiers; five from Milan; and two from Turin. Contact: Signor G.B. Giorgini, Florence, Italy.                                                                                                                                                                                                          | TWELVE LEADING<br>ITALIAN DESIGNERS             | FLORENCE,<br>ITALY                        |

| <u>DATE</u>              | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                        | <u>GIVEN BY</u>                                  | <u>WHERE</u>                          |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------|
| Beginning Monday July 23 | SCHEDULE OF LONDON COUTURE PREVIEWS                                                                                                                                                                                                                                                                                                                                                                           | INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS | 36 BRUTON PLACE LONDON, W.1., ENGLAND |
|                          | <u>Monday, July 23: Worth Ltd.; Mattli. Tuesday, July 24: Lachasse; Michael Sherard; Norman Hartnell, Ltd.; Peter Russell Ltd. Wednesday, July 25: Charles Creed Ltd.; Victor Stiebel; Hardy Amies Ltd.; Digby Morton Ltd. Thursday, July 26: Hardy Amies Ltd. (Note Change of Opening Date).</u><br>Admission by invitation only. Contact: Lilian Hyder, organizing secretary, 36 Bruton Place, London, W.1. |                                                  |                                       |

#### COLLEGE SHOP OPENINGS AND SHOWINGS

|                     |                                                                                                                                                                                                                                                                                                                                |                      |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Thursday July 26    | MACY'S<br>Publicity: Helen Law, CH. 4-2000, Ext. 2431.                                                                                                                                                                                                                                                                         | 3RD FL., B'WAY BLDG. |
| Monday July 30      | BLOOMINGDALE'S<br>Publicity: Patricia Snyder, EL. 5-5900.                                                                                                                                                                                                                                                                      | 3RD FLOOR            |
| Monday July 30      | BONWIT TELLER<br>Publicity: Nancy Talbert, EL. 5-6800.                                                                                                                                                                                                                                                                         | 7TH FLOOR            |
| Wednesday August 1  | ARNOLD CONSTABLE<br>Presentation of college fashions and opening of College Shop. Press invited. Open to public. Publicity: Gloria Geis, MU. 5-2300.                                                                                                                                                                           | 3RD FLOOR            |
| Tuesday August 7    | RUSSEKS FIFTH AVENUE<br>Showing of college fashions at Russeks. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.                                                                                                                                                                                           | 7TH FLOOR            |
| Wednesday August 8  | PECK & PECK<br>Private press showing during breakfast of Peck & Peck's college fashions. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.                                                                                                                                                                           | 260 FOURTH AVENUE    |
| Wednesday August 15 | SAKS FIFTH AVENUE<br>Saks Fifth Avenue will present new college fashions at a breakfast preview for the press in the Chateau Suite of the Savoy Plaza. By invitation only. (College Shop will open on August 15, 7th Floor, Saks Fifth Avenue). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.                              | SAVOY PLAZA          |
| Wednesday August 15 | B. ALTMAN & CO.<br>Press preview of college fashions at Altman's. By invitation only. Previews in suburban stores: <u>Thursday, August 16, at 3:00 P.M.: White Plains. Friday, August 17, at 3:00 P.M.: Manhasset. Monday, August 20, at 3:00 P.M.: East Orange, N.J.</u> Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000. | 3RD FLOOR            |
| Thursday August 16  | JAMES McCREERY & CO.<br>Presentation of college fashions to press at 12:30 P.M. By invitation. 12:30 P.M.; Show will be repeated for public at 6:00 P.M. (College Shop opens on July 30). Publicity: Georgine Thomson, WI. 7-7000.                                                                                             | 4TH FLOOR            |
| Wednesday August 29 | L. BAMBERGER & CO. (NEWARK)<br>"Bam" College Junction fashion showing for press. By invitation. College Shop will open on Monday, July 30. Publicity: John von Arnold, Market 2-1212.                                                                                                                                          | 3RD FLOOR            |

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <u>GIVEN BY</u>                                           | <u>WHERE</u>                                      |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------|
| Beginning<br>Friday<br>July 27                | <p>OPENING OF PARIS<br/>COUTURE COLLECTIONS</p> <p><u>Tentative opening dates</u> of the Autumn and Winter collections by members of the Chambre Syndicale de la Couture Parisienne:</p> <p><u>Friday, July 27:</u> FATH, GRIFTE, MAGGY ROUFF.</p> <p><u>Saturday, July 28:</u> BALMAIN, DERAUCH, DESSES, ROCHAS.</p> <p><u>Monday, July 30:</u> DIOR, LANVIN.</p> <p><u>Tuesday, July 31:</u> HEIM, MANGUIN, PIGUET, RICCI, SCHIAPARELLI.</p> <p><u>Wednesday, Aug. 1:</u> CARVEN, GRES, LAFAURIE, PATOU.</p> <p><u>Thursday, Aug. 2:</u> BRUYERE, PAQUIN.</p> <p><u>Friday, Aug. 3:</u> BALENCIAGA, WORTH.</p> <p>Attendance by invitation only. Contact: Madeleine Godeau, 102 Rue du Faubourg St-Honore, Paris.</p> | <p>CHAMBRE SYNDICALE DE<br/>LA COUTURE PARISIENNE</p>     | <p>PARIS,<br/>FRANCE</p>                          |
| Saturday<br>July 28<br>3:00 P.M.              | <p>HANDBAG CLINIC AT<br/>LUGGAGE MEETING</p> <p>A style and promotion clinic on ladies' handbags will be presented by Marjorie Kammerer at the semi-annual convention of the National Luggage Dealers Association. Speaker: Ruth Lundgren, Public Relations Counselor for the National Authority for the Ladies' Handbag Industry. By invitation only. Contact: Marjorie Kammerer, MU. 6-4399.</p>                                                                                                                                                                                                                                                                                                                      | <p>NATIONAL LUGGAGE<br/>DEALERS ASS'N.</p>                | <p>HOTEL STATLER<br/>8TH AVE. &amp; 33RD ST.</p>  |
| Wednesday<br>August 1<br>9:30 A.M.<br>Coffee  | <p>OPENING OF NEW<br/>OVER 5'7" SHOP</p> <p>Lane Bryant's "Over 5'7" Shop" will present their Fall collection in conjunction with the opening of their new quarters on the 6th Floor. By invitation only. Publicity: Paula Miller, LE. 2-0200.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>LANE BRYANT</p>                                        | <p>6TH FLOOR</p>                                  |
| August 1                                      | ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Pg. 5).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                           |                                                   |
| Tuesday<br>August 7<br>9:30 A.M.<br>Breakfast | <p>NELLY DON FALL<br/>PREVIEW FOR PRESS</p> <p>Nelly Don and McCreery will present a preview of Fall fashions. Show at 10:00 A.M. By invitation. Publicity: Hilda Fitzgerald, LO. 5-4762.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>NELLY DON &amp;<br/>McCREERY</p>                       | <p>HOTEL PIERRE<br/>BALLROOM FOYER</p>            |
| Tuesday<br>August 7<br>12:00 Noon<br>Luncheon | <p>PRESS PREVIEW OF<br/>PARIS REPRODUCTIONS</p> <p>Baron-Peters Company will invite the press to a luncheon and presentation of the first collection of dresses and dressmaker suits, reproduced from the Parisian designs by Bruyere. Commentator: Vicomtesse de Saint Suveur, foreign relations director for Bruyere. By invitation only. Contact: LO. 4-6238.</p>                                                                                                                                                                                                                                                                                                                                                    | <p>BARON-PETERS CO., INC.<br/>(BOSTON, MASSACHUSETTS)</p> | <p>533 SEVENTH AVENUE<br/>SHOWROOM-39TH FLOOR</p> |
| August 7                                      | RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:00 P.M. (See Pg. 5).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                           |                                                   |
| Tuesday<br>August 7<br>2:00 P.M.              | <p>SPECIAL SHOWING OF<br/>AUTUMN FASHIONS</p> <p>"Mexican Holiday"--Autumn fashions by Ciro of Bond Street; Dein-Bacher; de Markoff; Dorian; Mr. John; Claire McCardell; and Herbert Sondheim will be presented at a special showing for the guests of the N.Y. State Food Merchants Association convention members. By invitation only. Contact: Beatrice Joyce, Joyce &amp; Pilling Fashion Productions, BE. 3-3812.</p>                                                                                                                                                                                                                                                                                              | <p>NEW YORK DESIGNERS<br/>&amp; MANUFACTURERS</p>         | <p>WALDORF-ASTORIA<br/>STARLIGHT ROOF</p>         |
| August 8                                      | PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Pg. 5).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                           |                                                   |

| <u>DATE</u>                                                          | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                 | <u>GIVEN BY</u>                          | <u>WHERE</u>               |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----------------------------|
| Wednesday<br>August 8<br>4:00 P.M.<br>Cocktails<br>4:30 P.M.<br>Show | HOLIDAY COLLECTIONS<br>AT PRESS PREVIEW<br>Rosenau Brothers will present their Holiday collection of Cinderella Frocks for girls, Bonnie Blair Dresses for sub-teens, and Cinderella half sizes. Nannette Originals will preview their Holiday line of Babe and Toddler frocks. By invitation only. Publ.: Gladys Steiner, MU. 9-1630. | CINDERELLA FROCKS;<br>NANNETTE ORIGINALS | HAMPSHIRE HOUSE<br>COTTAGE |
| Thursday<br>August 9<br>4:00 P.M.                                    | PRESS SHOWING OF<br>BRIDAL FASHIONS<br>Preview of Fall custom-order bridal gowns by Josephine Oro, coordinated with bridesmaids' dresses. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.                                                                                                                         | JAY THORPE                               | 5TH FLOOR                  |
| August 15                                                            | SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 10:30 A.M. (See Pg. 5).                                                                                                                                                                                                                                                                    |                                          |                            |
| August 15                                                            | B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Pg. 5).                                                                                                                                                                                                                                                                             |                                          |                            |
| August 16                                                            | JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See Pg. 5).                                                                                                                                                                                                                                                           |                                          |                            |
| August 21-<br>August 22                                              | THIRTY-NINTH SEMI-ANNUAL LEATHER SHOW AT WALDORF-ASTORIA.<br>Contact: Tanners' Council of America, Inc., BE. 3-0494.                                                                                                                                                                                                                   |                                          |                            |
| August 29                                                            | L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Pg. 5).                                                                                                                                                                                                                                                                          |                                          |                            |
| Tuesday<br>Sept. 4<br>2:30 P.M.                                      | PRESS SHOWING OF<br>JAY THORPE ORIGINALS<br>Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.                                                                                                                                         | JAY THORPE                               | 4TH FLOOR                  |

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

|                      |                                           |                                        |                                         |            |
|----------------------|-------------------------------------------|----------------------------------------|-----------------------------------------|------------|
| Wednesday<br>Sept. 5 | <u>SAKS FIFTH AVENUE</u><br>At 11:00 A.M. | 611 FIFTH AVE.<br>(Designed by Sophie) | PUBL.: CAROLYN HAIGHT                   | PL. 3-4000 |
| Wednesday<br>Sept. 5 | <u>BERGDORF GOODMAN</u><br>At 5:30 P.M.   | 754 FIFTH AVE.                         | PUBL.: FLORENCE NEFF                    | PL. 3-7300 |
| Thursday<br>Sept. 6  | <u>HENRI BENDEL</u><br>At 10:30 A.M.      | 10 WEST 57TH ST.                       | PUBL.: FRANCES ANDERSON                 | CI. 7-1100 |
| Thursday<br>Sept. 6  | <u>BONWIT TELLER</u><br>At 3:00 P.M.      | 721 FIFTH AVE.                         | PUBL.: SOPHIE SHONNARD<br>or NONA PARKS | EL. 5-6800 |
| Monday<br>Sept. 10   | <u>MILGRIM</u><br>At 11:00 A.M.           | 6 WEST 57TH ST.                        | PUBL.: RUTH WALTZ                       | CI. 7-7200 |

|                                              |                                                                                                                                                                                                                                           |                   |                              |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------------------|
| Monday<br>Sept. 10<br>12:30 P.M.<br>Luncheon | TATIANA DU PLESSIX<br>CUSTOM MILLINERY SHOW<br>Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | SAVOY PLAZA<br>CHATEAU SUITE |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------------------|

MOVIES. . .MUSIC. . .TELEVISION. . .THEATRE

- Monday  
July 16 PREMIERE:"NO PLACE FOR JENNIFER"(Movie) PARK AVE. THEATRE, PARK & 59TH.  
Stratford Pictures Corporation will release a British-made film about a  
small girl who becomes bewildered and maladjusted by her parents' separa-  
tion and divorce. Stars: Leo Genn, Rosamund John, Beatrice Campbell and  
Guy Middleton, and introducing Janette Scott. Producer: Hamilton G.  
Inglis. Director: Henry Cass. Publicity: John Dervin, PL. 7-3070.
- Week  
Of  
July 16 FOURTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST & AMSTERDAM AVE.  
Monday, July 16: Nathan Milstein--Mendelssohn Violin Concerto.  
Tuesday July 17: Aldo Parisot--Dvorak 'Cello Concerto.  
Wednesday, July 18: Stell Andersen--Beethoven's Emperor Concerto for piano.  
Thursday, July 19: Jeanette MacDonald--first N.Y. orchestral appearance.  
Saturday, July 21: "Italian Night"--Herva Nelli, Richard Tucker,  
Claramae Turner, soloists.  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday  
July 17 TELEVISION: KATHI NORRIS PROGRAM WNET-TV, CHANNEL 4  
12:00 Noon The American Standards Association will present rayon fabric story with  
a representative from retailers, consumers, launderers and cleaning ser-  
vices, and a fashion expert, who will discuss possibilities for improve-  
ment of rayon. Publicity: Bob Bloch, PL. 3-1742.
- Wednesday  
July 18 PREMIERE:"PEIPING EXPRESS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.  
Paramount Pictures will present a modern adventure story set in China,  
involving a U.N. doctor and French adventuress in black market medicine  
plot. Stars: Joseph Cotton, Corinne Calvet and Edmund Gwenn. Producer:  
Hal B. Wallis. Director: William Dieterle. Wardrobe: Edith Head.  
Publicity: Maria Van Slyke, BR. 9-8700.
- Wednesday  
July 18 PREMIERE: "TAKE CARE OF MY LITTLE GIRL" (Movie) ROXY THEATRE, 7TH AV.&50TH  
Twentieth Century-Fox will present a Technicolor movie which deals with  
the controversial subject of fraternities and sororities and their rela-  
tive importance on a college campus. Stars: Jeanne Crain and Dale  
Robertson. Producer: Julian Blaustein. Director: Jean Negulesco. Ward-  
robe: Charles Le Maire and Travilla. Publ.: Elizabeth Eisenhart, CO.5-3320.
- Thursday  
July 19; TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2  
August 2 July 19: Needlecraft Magazine will present knitted and needlework fashions.  
3:30 P.M. August 2: Presentation of back-to-school fashions by Seventeen Magazine.  
Program hostess: Robin Chandler. Producer: Stanley Poss. Publicity:  
Helen Brattrud, PL. 5-2000.
- Thursday  
July 19 OPENING: "TWO ON THE AISLE" MARK HELLINGER THEATRE, B'WAY & 51ST STREET  
Arthur Lesser will present a musical, starring Bert Lahr and Dolores Gray  
Director: Abe Burrows. Book: William Hammerstein. Lyrics and Sketches:  
Betty Comden and Adolph Green. Dances: Valerie Bettis. Music: Jule Styne.  
Scenery and Lighting: Howard Bay. Costumes: Joan Personette. Publicity:  
Nat Dorfman, LO. 3-0858.
- Thursday  
July 26 PREMIERE: "SHOW BOAT" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
MGM Technicolor musical based on the famous Broadway musical play by  
Jerome Kern and Oscar Hammerstein, II, about a family of entertainers on  
a Mississippi River show boat. Stars: Kathryn Grayson, Ava Gardner,  
Howard Keel and Joe E. Brown. Producer: Arthur Freed. Director: George  
Sidney. Costumes: Walter Plunkett. Publicity: Dorothy Day, JU. 2-2000.